To: Kuruc, Nick
From: Roth, Kari L.
Posted: 3/15/97 10:26
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Subject: Pathmark Floor base displays

Nick, The situations we encountered in Pathmark with the special winston promotion is that the stores did receive the product but very small quantities, not even enough to fill the top of the floor base. The non-foods managers were not aware of the floor base and had a good argument when trying to place the display when it was going to be empty considering the small amount of couponed product. I think the warehouse messed up with some of the quantities. Please let me know what you want me to do about the stores where we experienced the problems with the fixtures. I and the Retail Reps will be more than happy to help in any way, just give us the word.

Thanks, Kari

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